



COMMONWEALTH of VIRGINIA

Department for the Aging

Jay W. DeBoer, J.D., Commissioner

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COMMONWEALTH of VIRGINIA
Department for the Aging
Jay W. DeBoer, J.D., Commissioner

MEMORANDUM

TO: AAA Directors

FROM: Bill Peterson

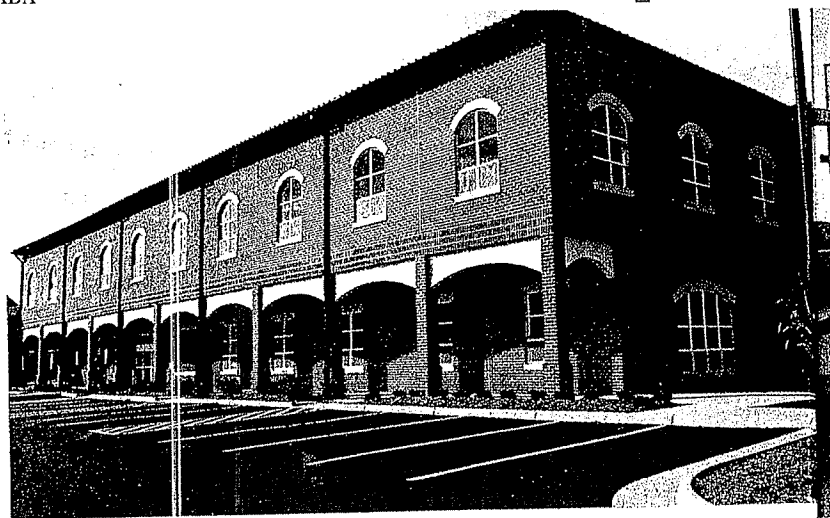
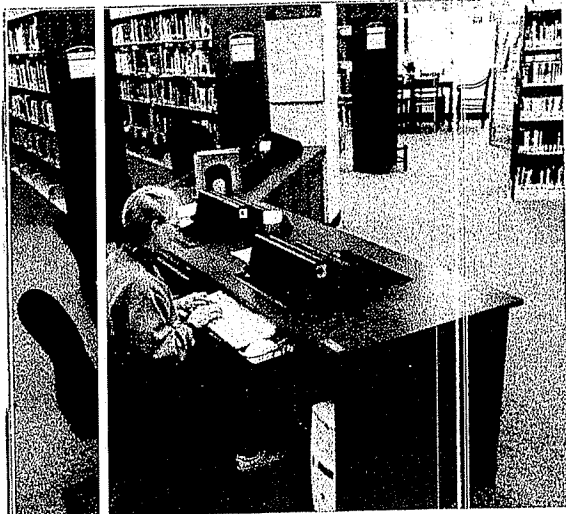
DATE: January 25, 2005

SUBJECT: **Article on JABA's Public-Private Partnership to Develop a New Senior Center**

Attached is a pdf copy of a recent article appearing in the Library Journal Buyer's Guide that describes the partnership between the Jefferson Area Board for Aging (JABA) and the Greene County Library that resulted in a new facility in Greene County which houses both a library and a senior center.

More information may be obtained from Gordon Walker by calling 434-817-5238 or by emailing gwalker@jabacares.org.

Attachment



DOUBLE YOUR POTENTIAL

Bringing on a partner
can give a rural
library a dream home
By Elizabeth Carpenter

The Greene County Library (GCL), VA, was small. At only 1300 square feet, the library was less than one-seventh the size that most standards recommend for communities our size. It was inaccessible to people with disabilities. A converted garage—with capacity for only 18—served as the children's area. With no staff space, everyone ate lunch at the circulation desk. The computer printer was balanced on top of filing cabinets, and the shelves were so crowded that for every new acquisition we had to remove an existing item. The library was desperate for a new facility.

Greene County, near Charlottesville, is a predominantly farming community with little commerce and about 15,000 residents. It has been more adversely affected by recent economic conditions than counties with a stronger tax base. Yet it is also among the most rapidly growing counties in Virginia.

Elizabeth Carpenter is the Greene County Trustee on the Jefferson-Madison Regional Library Board, Charlottesville, VA

County resources alone would not be enough to build a new library. Library supporters realized that they needed to look for public/private partnerships that relied on a combination of funding by government, foundation, and individual donations.

A solution presents itself

We didn't need to search far, or long, for a potential partner. The Jefferson Area Board for Aging (JABA), which serves five counties and Charlottesville, also was looking for a larger space to function as a senior center in Greene County.

JABA is a private nonprofit that receives both governmental and private funding. Its mission is to provide dignity, security, independence, and fulfillment to older adults and to their families. JABA accomplishes this through healthcare centers, aging services coordination, case management, housing, senior centers, and much more. After some discussion, the library and JABA formed a fundraising partnership to garner money for a new facility that both institutions could share.

PHOTOS BY JOHN F. MITCHELL



STANARDSVILLE STANDARDS: The Greene County Branch Library and Senior Center cohabit the ground floor of the new 25,000 square foot structure (center). A custom-designed four-station Internet desk (r.) ensures patron privacy while comfortable seating (l.) guarantees a rewarding and relaxing library experience

The partnership drew positive reaction. GCL is part of the Jefferson-Madison

Regional Library (J-MRL), which encompasses four counties and Charlottesville. The Friends of J-MRL provided a \$10,000 gift that paid for the preliminary architectural drawings. These were shown to the Greene County Board of Supervisors, which agreed to build the library/senior center on the condition that half of its estimated \$1.6 million cost come from outside sources.

Library supporters and JABA staff met with each local state representative, stressing the urgent need for a joint facility and describing what it would mean for the respective organizations and their services. Legislators in turn introduced bills in the House and Senate, and the state awarded \$250,000 to the project.

Organizers also approached foundations, including the Perry Foundation in Charlottesville, which had strongly supported ABA in the past. Its board, impressed with the cooperative element and the concept of an intergenerational facility, generously pledged \$324,000.

The county supervisors decided that the town of Stanardsville, the county seat and home of all but one of the county schools, would be the reasonable location. Stanardsville's town council, pleased with the decision, offered annual gifts for ten years. The local Grace Episcopal Church owned land well situated for the new building; it sold the site at a reduced price.

A winning team

While a lot of hard work went into the process, the idea of a shared facility that would meet so many needs, and include so many generations, generated a powerful response.

The potential donor base nearly doubled, because the joint project appealed to both library supporters and those committed to services for the aging. As Gordon Walker, CEO of JABA, put it, "fundraising for libraries and senior citizen projects is motherhood and apple pie—almost everyone can relate to and support such a partnership. The community, rightly so, senses it is a good 'dollars and cents' use of resources.... A major extra benefit is bringing generations together to share ideas, wisdom, and energy."

Coming on board as architect was Glenn Reynolds, of Reynold's Architects Incorporated, Blacksburg, VA, whose firm had designed 17 attractive and functional rural libraries, almost all of which came in significantly under budget. By "doubling up," our construction costs were significantly reduced. The Greene County Board of Supervisors, themselves taken with the project, had the plans redesigned to add a second floor for county offices. The lower floor is 12,000 square feet, of which two thirds (8,000 square feet) is the library and the remainder the senior center. The entire building is owned by Greene County.

Five times larger

The opportunity to build a library five times the size of the former one was exciting. The building committee, comprised of member of the Friends of GCL, participated in all phases of the project and worked as part of a team along with John Halliday, the director of J-MRL; Ginny Reese, the Greene branch manager; and Reynolds. The committee also solicited suggestions from users.

The allocation of space was dictated by patron, program, and staff needs. The architect met with staff and the committee to determine necessary square footage for each area. With a history of successful programs—we crammed 100 children into our old garage—we greatly expanded our activity space.

The children's area has a story hour amphitheater, with a colorful mural and an enormous window that overlooks a reading garden. The young adult area contains a popular 1950s-style soda fountain booth and table. A large public meeting room expands space for programs and events.

Four Internet computers, with recessed screens for privacy, are in constant use. There are study carrels and a pleasant reading area near the current periodicals. Works by local artists add to the décor. A resident donated the circulation desk, built by the premiere cabinetmakers in the area.

Since we opened, usage has increased significantly, and circulation, in one year, is up 15 percent. "Before, because of space constraints, it wasn't really conducive to doing anything that required quiet or concentration," says Reese. "Now people are coming to the library and staying for a while, reading, studying, browsing, often visiting with friends and neighbors."

A model worth emulating

Halliday thinks the latest building project in the J-MRL "can serve as a model for improved library services through partnership of public and private agencies," especially for libraries in financially challenged districts or rural areas where resources are more limited. The grants do double duty by benefiting two agencies, each of which serves a variety of needs.

What was initially a marriage of convenience resulted in a fundraising partnership that has in turn developed into a relationship with further mutual benefits and amity. Our strengths often balance each other. For example, the library was particularly well established in the rural community, while the senior center's staff contributed fundraising expertise. Now, seniors volunteer in the lobby to direct users to the right location. Seniors also readily participate in library programs, and an intergenerational program is planned that will bring together children and seniors.

An advantage to this type of partnership is that both partners retain complete autonomy and continue to be governed by their respective boards of trustees or directors. The partnership rests on good faith.

The widespread local support of the building project has resulted in a facility that is a focal point for the entire area. The new GCL is an asset that enhances the lives of the residents of this rural county in ways that only a good library can. By sharing the fundraising responsibilities with a partner, and using public and private funding, the goal was achieved—with continuing benefits to both partners and the wider community. ■

COMMONWEALTH of VIRGINIA

Department for the Aging

Jay W. DeBoer, J.D., Commissioner

MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

AND: AIM System Managers

FROM: Leonard Eshmont
Information System Administrator

DATE: January 25, 2005

RE: Virginia Aging Information System - AIM Report Writer Training

VDA will hold **AIM Introductory Infomaker Report Writer** training on Tuesday and Wednesday, March 22 and 23, 2005. We will be covering in detail how to write several reports pertaining to the new caregiver information now collected in the AIM system. Prerequisites include knowledge of basic database terminology and concepts. This is a full two-day training course by Dwayne Oedewaldt with the Saber Corporation. Class time the initial day, March 22nd will be from 10 am to 5:00 pm. Second day class times will be 8:30 am to 4:30 pm. This is "hands-on" training that will take place at the Wythe Building within our Forest Office Complex.

Registration fee is \$100.00 per person, but limited to the first fifteen participants and **payment must be received in advance**. Because registration is limited, this training is offered on first come, first serve basis. Once registered, please send a check for this fee made payable to Virginia Department for the Aging with notation "AIM Report Writer Training" to our office attention Leonard Eshmont. Participants will be responsible for their own transportation, meals, and lodging.

Lodging is available for the nights of March 21st and March 22nd at the Sheraton Richmond West. Rates are \$77.00 per room plus applicable taxes. Reservations can be obtained by calling toll free (800) 325-3535 and acknowledging that you are with the VDA event. Reservations must be made no later than Friday March 4, 2005; otherwise there is no guarantee a room will be available at the time of your request.

SUBJECT: Virginia Aging Information System - AIM Report Writer Training
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Directions to the Wythe Building within the Forest Office Park and to the above mentioned hotel have been included. Please respond by March 4, 2005 if you have personnel that would like to attend this event. I can be reached by phone at (804) 662-9800 or email at Leonard.Eshmont@vda.virginia.gov.

Directions to Central Area Training Center 1604 Santa Rosa Road

**Forest Office Park
1604 Santa Rosa Road
2nd Floor Suite (Hopewell Lab)
Richmond, VA 23229
804-662-7470**

See Map Below

Traveling on Interstate 64 East: Approaching Richmond from the west (Roanoke, Lynchburg, Charlottesville, etc.), take the BROAD ST. ROAD/GLENSIDE DRIVE EXIT 183 off I-64. Go RIGHT off the exit onto GLENSIDE DRIVE, following the blue hospital sign. **Go to “Final Approach” below.**

Traveling on Interstate 64 West: Approaching Richmond from the east (Virginia Beach, Norfolk, Williamsburg, etc.), follow I-64 West through Richmond using I-95 North. Leave I-95 North at the CHARLOTTESVILLE EXIT, continuing on I-64 West. Take the GLENSIDE DRIVE SOUTH EXIT 183A. **Go to “Final Approach” below.**

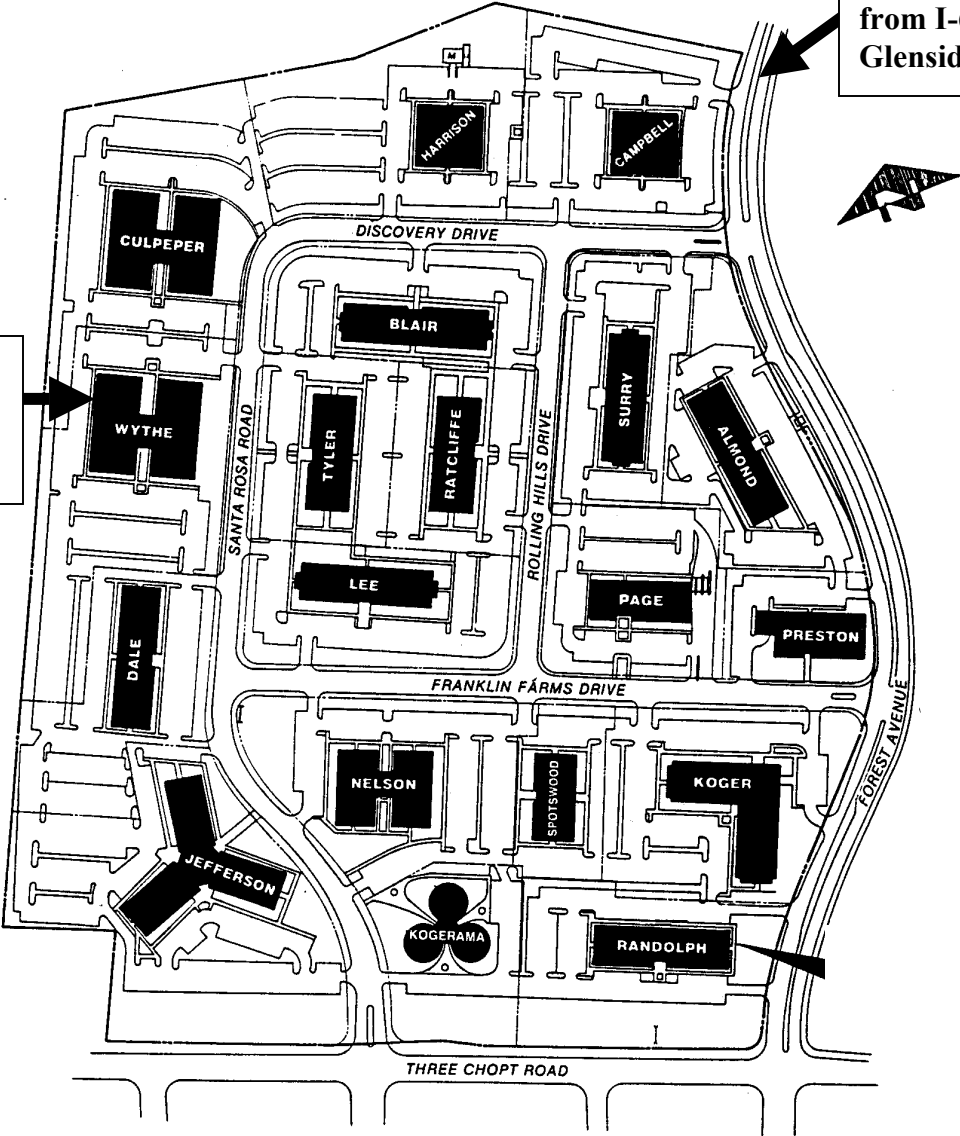
Traveling on Interstate 95 North: Approaching Richmond from the south (Hopewell, Petersburg, Emporia, etc.) take the CHARLOTTESVILLE EXIT onto I-64 West. Take the GLENSIDE DRIVE SOUTH EXIT 183A. **Go to “Final Approach” below.**

Traveling on Interstate 95 South: Approaching Richmond from the north (Winchester, Fairfax, Arlington, etc.) take the I-295 EXIT marked CHARLOTTESVILLE I-64. When I-295 ends, in approximately 9 miles, take the I-64 EAST EXIT toward Richmond. Take the BROAD ST./GLENSIDE DRIVE EXIT 183. Go RIGHT off the exit, following the blue hospital sign. **Go to “Final Approach” below.**

Final Approach: Continue on GLENSIDE DRIVE a short distance (3/10 mi.) to the stoplight at FOREST AVENUE. Turn RIGHT onto FOREST AVENUE and continue approximately 1½ miles to the stoplight at DISCOVERY DRIVE (you will cross SKIPWITH ROAD and pass HENRICO DOCTORS' HOSPITAL on the left.) At the stoplight, turn RIGHT onto DISCOVERY DRIVE. DISCOVERY DRIVE turns sharply to the left and becomes SANTA ROSA ROAD. As you make this turn, building 1604 is on your right. There is parking on three sides of the building.

1604
Santa
Rosa Rd.

Approach
from I-64/
Glenside Dr.



Directions to the Sheraton Richmond West Hotel
(Formerly the Richmond Hyatt)
6624 West Broad Street
Richmond, VA 23230
(804) 285-2000

From North

Take Route 95 South, Exit 79 onto I-64 westbound (**DO NOT TAKE I-295**). Take exit 183-B (Broad Street East). Take a left at the first traffic light into the Brookfield complex.

From South

Take Route 95 North, Exit 79 onto I-64 westbound (**DO NOT TAKE I-295**). Take exit 183-B (Broad Street East). Take a left at the first traffic light into the Brookfield complex.

From East

From the airport take I-64 West to I-95 North. Go 2 miles to Exit 79 (Charlottesville/I-64). Go 2.6 miles to exit 183-B (Broad Street East). Take a left at the first traffic light into the Brookfield complex.

From West

Follow I-64 west to the exit marked Broad Street Road East. Take a left at the first traffic light into the Brookfield complex.